



**IS**  
**INNOVATION,**  
**DELICATESSEN,**  
**FUSION**

**THE FIRST PREMIUM  
VEAL GOURMET SNACK  
FOR MEAT LOVERS**



# WE LOVE MEAT ...

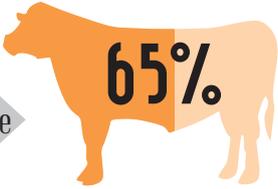
· SO SAYS MARKET DATA ·

**8/10** 8 out of 10 europeans eat beef regularly.



Main consumption driver is **TASTE**. Beef is the tastiest being veal the most tender.

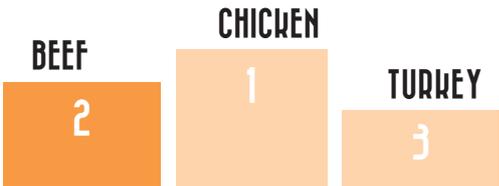
% of europeans preference



SPAIN A LAND OF MEAT as it is one of the main meat exporters due to its taste, security and trust.



Beef is men's favourite meat and second preferred by women.



Beef as the healthiest meat right after chicken.

Beef's stated main properties and benefits are its natural source of high quality proteins and iron content.



# ... AND SNACKING

· BUT NOT JUST WHATEVER ·



The biggest trend over the world is eating as natural as possible because **NATURAL IS HEALTHIER**. Looking for a healthier profile without losing a pinch of taste. Most of the market offer is high in fat, carbohydrates and/or calories therefore not suitable for the growing number of fat-concerned people.

Meat snacks are the best snacks due to its high protein content, ideal between meals.

Market Study data source "Observatorio del Consumo y la Distribución Alimentaria - Monográfico carne" elaborado por el Instituto Cerdá por encargo del Ministerio de Medioambiente (2008) (n=1000), 9 ciudades, cualitativo y cuantitativo. Datos de Mintel GNPD Category Insight "Salty Snacks, Meat Snacks & Popcorn" (2014)

## A NATURAL, TASTY AND HEALTHY GOURMET SNACK ?

· IT DOES NOT EXIST ·

Snacks which are tasty **are often not very healthy**  
and those which are healthy **tend to be tasteless.**



· UNTIL NOW ·

As we have fused the best Spanish beef with the unique flavour of **mediterranean** spices originally from South Africa.

**KUDU BILTONG** is the result, prime veal cuts marinated to perfection in an **exclusive and carefully selected blend of mediterranean** spices.

### VALIDATED BY CONSUMERS

8,6

LIKENESS

8,2

PURCHASE INTENTION

8,8

RECOMMENDATION

Internal test in Barcelona (May 2014): 2 focus group (n=17) qualitatives and 120 quantitative tasting with questionnaire. Values from 1 to 10.



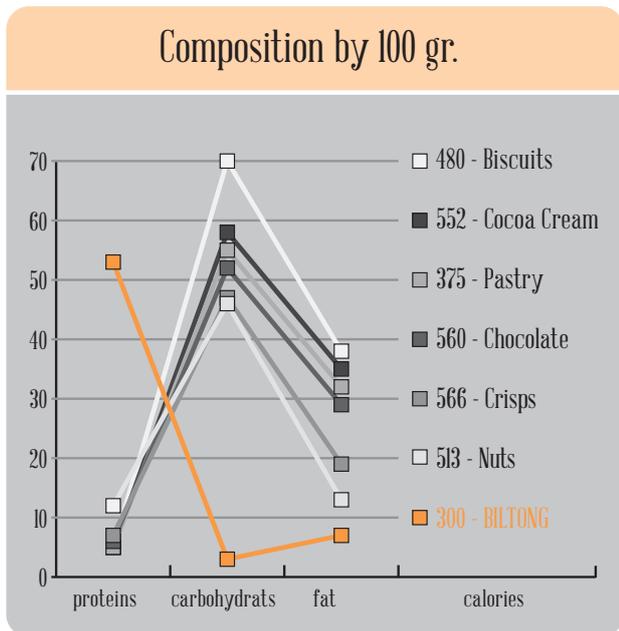
**KUDU Biltong** is an exquisite snack elaborated with premium veal raised in farms in the Spanish Pyrenees. With simplicity and care meat is cut, marinated, spiced, dried and sliced piece by piece in order to get the exceptional taste of Kudu Biltong.

- 
 The word **BILTONG** means “strip of meat”. Originally from the dutch word “**BIL**” meaning cow’s back, and “**TONG**” meaning “strip”.
- 
 South African original meat snack with about 400 years of history, cured in a unique way. Its as popular as Iberian Ham is in Spain.
- 
 Its elaborated using **premium cuts of the cow’s back** but it can also be produced by using other animal’s meat.
- 
 Its highlights are **its unique flavour** and its **unqie nutritional profile** driven by **its high quality protein** and **low fat content** .

**JUST FOR MEAT LOVERS**



## THE 6 KEYS



- 1 Unique nutritional profile.
- 2 Customisation to meet local sophisticated and demanding taste buds.
- 3 Halal approved. Suitable for muslims.
- 4 Spice blend plus the product know-how and expertise inherited in our South African roots.
- 5 Its sold in a protective atmosphere that promotes its out-of-home consumption.
- 6 Quality, control and traceability of each batch is exhaustive.

## PRODUCT SHEET



Selected premium veal slices marinated to perfection in an exclusive blend of mediterranean spices.



### COMPOSITION:

Premium veal meat cuts, Modene vinegar and mediterranean spices.

### NUTRITIONAL VALUES (per 100gr)

Energy 256kcal · Proteins 60g · Carbohydrates 2,5g · Fat 4,6g · Sodium 1,3g

**EAN 13:** 8437014551006 (ORIGINAL 40GR)  
8437014551013 (SPICY 40GR)

### FORMATS:

~ 40gr - Easy on-the-go consumption bag 11cm x 16cm.

~ 500gr - Food Service only 16cm x 26cm.

### VARIETIES:

~ THE ORIGINAL - the authentic marinated in mediterranean spices.

~ THE SPICY - with a piquant touch.

**PRODUCT LIFE:** Around 4-5months

EAT  
LIVE  
BILTONG



- ★ ULTRAPREMIUM QUALITY
- ★ SPANISH ORIGIN
- ★ NATURAL INGREDIENTS

- ★ NATURAL SOURCE OF IRON
- ★ HIGH QUALITY PROTEIN



## MOMENTS OF CONSUMPTION

Ideal for trekking, a poshy dinner, adding it in salad, after a tough training session, at the office, in a terrace or as a light improvised snack, Kudu Biltong is an excellent option, source of proteins and irresistible snack. Make it yours!



### SPORT

After a strong effort, get a tasty delicious low-fat low-calorie snack. Pure high quality protein.



### EVENTS

Delight your guests with an outstanding touch of taste, originality and distinction



### AFTERWORK

Why not having a drink after a long working day together with a unique tasty snack



### SPORTS EVENTS

Originally consumed watching rugby or football with a nice cold pint of beer.

Biltong is a very versatile and nourishing food, being ideal as an appetitif, as a flavouring ingredient in a meal or as a perfect mid-afternoon snack.



### COOKING

Cook and bake delicious meals by using Kudu Biltong as an additive. Discover lots of recipes at our website [www.kudubiltong.eu](http://www.kudubiltong.eu)

Get to know our WINE-PAIRING CHART made by **FERRAN CENTELLES** (Best Sommerlier in Spain 2006) and member of the sommeliers team at elBulli restaurant for 11 years, at our website [www.kudubiltong.eu](http://www.kudubiltong.eu)